

Message Text

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PAGE 01 TOKYO 01852 130658Z

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 CU-04 /037 W

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R 130630Z FEB 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7959

UNCLAS TOKYO 1852

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: PRODUCT THEME RECOMMENDATION NO. 3/"MEDIA-USA"

REF.: STATE A-248 OF 1/14/75

1. EMBASSY HAS CAREFULLY STUDIED REFAIR AND WISHES MAKE FOLLOWING POINTS:

(A) ALL MAJOR U.S. MOTION PICTURE, RECORDING AND TELEVISION COMPANIES ARE ALREADY REPRESENTED IN JAPAN ON ACTION BASIS;

(B) MANY U.S. BEST-SELLERS ARE IMMEDIATELY TRANSLATED INTO JAPANESE AND OFTEN BECOME BEST SELLERS IN JAPAN, TOO; IN ADDITION, THERE ARE SEVERAL FAMOUS JAPANESE BOOK STORE CHAINS SPECIALIZING IN FOREIGN (PRIMARILY U.S.) BOOKS;

(C) IMPORT-DISTRIBUTION CHANNELS FOR U.S. MAGAZINES, BOOKS, MOVIES, RECORDS, ETC. ARE WELL-ESTABLISHED AND WORKING SMOOTHLY IN JAPAN; IMPORTERS HAVE NEAR PERFECT KNOWLEDGE OF U.S. PRODUCTS IN THESE LINES.

2. EMBASSY STUDIED IN 1974 WHETHER JAPANESE MARKET FOR U.S. FILMS AND MADE-FOR-TELEVISION MOVIES COULD BE INCREASED. OUR FINDING WERE NEGATIVE, IN THAT MOTION PICTURE-TV ORGANIZATIONS DECIDE FOR THEMSELVES ON BASIS THEIR KNOWLEDGE JAPANESE MARKET TASTES WHICH FILMS AND TELEVISION PROGRAMS THEY THINK WILL FIND GOOD AUDIENCE IN JAPAN.

3. IN SHORT, THE MARKETS FOR U.S. MOVIES, RECORDS,
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PAGE 02 TOKYO 01852 130658Z

TELEVISION PROGRAMS AND BOOKS APPEALING TO MASS

MARKET IN JAPAN ARE BEING ALMOST TOTALLY SERVICED BY U.S. COMPANY REPRESENTATIVES IN JAPAN, WHOMAKE THEIR PROFESSIONAL DECISIONS ON BASIS THEIR READING OF CURRENT JAPANESE TASTES. NO USG EFFORT, WHETHER IT BE DISCUSSIONS WITH LOCAL REPRESENTATIVES, BSP'S OR LARGE TRADE SHOW, WILL LIKELY BE ABLE TO AFFECT THIS MARKET SUFFICIENTLY TO WARRANT EXPENDITURE OF RESOURCES NECESSARY FOR SUCH PROMOTION.

4. EMBASSY THEREFORE BELIEVES THAT, BASED ON RESULTS ITS 1974 INFORMAL STUDY OF MOTION PICTURES AND TELEVISION PROGRAMS, UNDERTAKING A PTR OF THIS TYPE WILL NOT BE WORTH MAJOR EFFORT REQUIRIEE, NOR WILL HOLDING MAJOR TRADE SHOW FOR "MEDIA/USA" HAVE ANY SIGNIFICANT IMPACT ON MARKET.

5. WE THEREFORE WISH HAVE REQUIREMENT MODIFIED IN ORDER TO SURVEY ONLY THAT MARKET AREA WHERE WE BELIEVE EMBASSY EFFORT COULD MAKE SIGNIFICANT IMPACT: EDUCATIONAL-ACADEMIC MARKET. EMBASSY POINTED OUT IN ITS SURVEY OF CNSUMER GOODS POTENTIALS (A-03) THAT GOOD MARKET POTENTIAL EXISTS FOR EDUCATIONAL RECORDS AND UNIVERSITY-TYPE PAPERBACKS. OUR PROPOSED MODIFIED PTR WOULD BE SURVEY OF THIS EDUCATIONAL-ACADEMIC MAKRET AND WOULD INCLUDE BOOKS, RECORDS, VIDEO TAPES AND OTHER TYPES AUDIO/VISUAL INSTRUCTION MATERIALS.

6. EMBASSY BELIEVES UNDERTAKING SURVEY OF TYPE MENTIONED IN PARA (5) WOULD LEAD TO UNDERSTANDING MARKET IN AREA IN WHICH USG EFFORT CAN ACTUALLY AFFECT MARKET SITE. NOT ONLY WOULD LIMITED APPROACH BE MORE REALISTIC AND BETTER USE OF LIMITED EMBASSY PERSONNEL RESOURCES, IT ALSO WOULD BE IN KEEPING WITH RECENT RECOMMENDATION THAT USG TRADE PROMOTION EFFORT BE LIMITED TO THOSE AREAS IN WHICH OUR EFFORTS CAN DIRECSLY HAVE IMPACT ON U.S. EXPORTS.

7. EM?ASSY OBTAINED OPINIONS OF MAJOR RECORD, BOOK AND M9TIONHPICTURE IMPORTERS IN PREPARING THIS TELEG4AM, AND THEY CONCUR WITH OUR OPINION AS EX- UNCLASSIFIED

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PAGE 03 TOKYO 01852 130658Z

PRRES ED IN PARAS (3) AND (4) ABOVE. MAJOR BOOK IMPORSER SAID THEYPARICIPATED IN BOOK TRADE SHOW AT BRITISH EXPORT MARKETING CENTRE, AND IMPORTER CONSIDERED IT TOTALLY UNSUCCESSFUL.

8. EMBASSY TOKYO PROPOSES REDUCE SCOPE SUBJECT PTR TO THAT DESCRIBED PARA (5). REDUCED STUDY WOULD COUNT AS ONE PTR. CONFIRMATION REQUESTED.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO01852
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750052-0192
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750244/aaaabnjh.tel
Line Count: 116
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75, 75 OF 1/14/75
Review Action: RELEASED, APPROVED
Review Authority: CunninFX
Review Comment: n/a
Review Content Flags:
Review Date: 02 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 MAY 2003 by RuthemTJ>; APPROVED <12 JAN 2004 by CunninFX>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PRODUCT THEME RECOMMENDATION NO. 3/"MEDIA-USA"
TAGS: BEXP, JA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006